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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Administration

No. 34

"AMA" "WAR BOARD" LETTER

Wash. D.C. Sept. 19, 1942

TRANSPORTATION: Word has been received here that agencies in several different areas of country are taking positive action in connection with drive to conserve trucks and tires. In one Wisconsin county, the University of Wisconsin in cooperation with farmers and dairy industry studied assembly of milk from all farms in area for the milk plant there from engineering angle. Study revealed that the same amount of milk could be assembled and hauled to the milk plant with use of about 12½ percent fewer trucks and by covering 25 to 30 percent fewer miles than now being covered. In the St. Louis, Mo., milk shed study was made by representatives of AMA, FCA, University of Illinois and University of Missouri. In Connecticut, state people made study in a number of city markets, not only of farm assembly of milk, but also of city distribution. Recommendations based on these studies have been made available to Office of Defense Transportation. While no action has been taken by ODT yet, attention is directed to fact that such program fits in with ODT order, effective November 15, that all trucks must have certificate of war authority to be able to operate. Details of plans worked out in Wisconsin may be obtained from R.K. Froker, College of Agriculture, University of Wisconsin, St. Louis program from R.W. Bartlett, College of Agriculture, University of Illinois and Connecticut program from Donald Hammerberg, State Milk Market Administrator, Hartford.

INCREASED PRODUCTION OF POULTRY FOR MEAT: In connection with Secretary Wickard's call for production of 200,000,000 chickens of 3 lbs each during off season this fall and winter, AMA poultry section has worked out following 5-point program: 1. increase hatchery output to meet demand; 2. use existing labor equipment and facilities; 3. fill brooder houses to half capacity for confinement rearing; 4. permit no relaxation in disease control measures, and 5. utilize surplus wheat and soybean meal as far as possible. Program is distinctly a supplementary program for families not making full use of equipment at this season. Farmers producing at capacity and following a year-around plan for egg production can serve best by going ahead on their present basis and not attempting to raise extra brood this fall. Different from other production expansion programs is call to producers even in areas where no year-around market facilities exist. Secretary Wickard has promised such producers that if there should be difficulties in any areas USDA will take steps to see that their chickens find a market.

WARNINGS: Program must not interfere with egg and poultry production plans for 1943 that must be started early in spring. Avoid overcrowding facilities. Discourage attempts to get new equipment to participate in program. Sanitation is particularly important. Be sure labor is adequate. WB's should work with Extension poultry specialists in advising farmers on fall and winter production methods. Meanwhile, serious situation exists, particularly in midwest, because poultry producers are rushing chickens to market, overtaxing transportation, slaughter and storage facilities, in effort to take advantage of current price levels. May cause breakdown in marketing facilities unless more orderly situation prevails. Too many birds are being marketed at weights below those which make desirable meat chickens

SAUERKRAUT DIVERSION AND PURCHASE to encourage packing of kraut in wooden barrels is contemplated by AMA. Marketing of 165,000-ton kraut cabbage crop is practically at standstill because of lack of tin for canning. Program calls for paying packers \$1.00 for each bbl. sold in regular commercial channels, provided producers are paid at least \$7.50 per ton for cabbage delivered at plant. This necessary to help packers make transition from canned to bulk marketing. AMA also would purchase supplies of bulk kraut in packers hands after March 1/43 at 14¢ per gallon for U.S. Grade C or better, for gov't needs. Program will operate in New York, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Colorado, North Carolina, Pennsylvania, Tennessee, Virginia and Iowa. Consumers will be encouraged to return to "Kraut barrel era". Distributors and retailers have indicated willingness to assist program. Fresh Cabbage is VFS during Period Sept. 28-Oct 10.

ENRICHED FLOUR: Survey by AMA revealed that 98% stores in West, 99% in Midwest stock this type flour. In Northeast only about 90% stock it and in South only 75%. About 40% of chains and 25% of independents in West, Midwest and Northeast stock enriched flour exclusively. To be labeled "enriched", flour must contain specified amounts of iron and thiamin and niacin. AMA long has recognized desirability of encouraging low-income people to purchase and consume this type flour in preference to unenriched type and has confined its direct distribution of flour to the enriched type wherever possible.

Study points out that results "apparently contradicts belief prevalent several months ago that it would not be long before every retailer would be handling enriched flour and that most of them would be handling only enriched." Added that "situation in Northeast and South seems to require measures other than those which have been utilized if any increase in the availability of enriched flour to consumer is to be secured." Summary recommends that entire campaign to encourage use of enriched flour be revitalized with combined efforts of government, trade organizations, retailers, nutritionists, etc.

VICTORY FOOD SPECIAL PROGRAM: Domestic tree nuts will be featured on VFS nationally during period November 9 through 21. Total supply for 1942-43 season, including carryover is estimated at 300,000,000 lbs., unshelled. This is near record figure. (Main difficulty anticipated is in marketing of English walnuts, which represent slightly more than half total supply.)

Principal domestic tree nuts, in order of importance are English walnuts, pecans, almonds, and filberts. Export markets which absorbed about 13,000,000 pounds annually are now practically closed. Bureau of Home Economics reports that nuts are highly concentrated food; should be used as integral part of menu rather than as a supplement to an already adequate meal. They contain both fat and proteins and are source of certain minerals and vitamins.

FIELD PURCHASE OPERATIONS: To date, AMA has purchased grand total of 257,372 bu. of apples. Paid \$1.25 per bu. for all except 10,872 bu for which \$1.30 per bu. was paid. During the past week, Sept. 11-17, took 2,468 bu in Connecticut; 8,316 bu. in Delaware; 15,624 bu. in Maryland; 2,224 bu. in Massachusetts; 2,100 bu in Michigan; 380 bu in New Hampshire; 13,064 bu in New Jersey; 9,296 bu. in Pennsylvania; 91,020 bu. in Virginia; 20,880 bu. in West Virginia; 10,423 bu. in Ohio; and 2,625 bu. in New York. During period also purchased beets in Pennsylvania 206 bu., topped, at \$.65 per bu; 6,188 bu., bunched at \$.55 per bu., and 1,483 bu., topped at \$.60 per bu.; cabbage in North Carolina, 16,210 bags of 30 lb. at \$.43 per bag and 100 hampers of 1½ bu. in Pennsylvania at \$.48 per hamper. Also purchased carrots in Pennsylvania 7,042 bu. at \$.55; fresh corn, 297 bu. at \$.50 per bu.; tomatoes, 3,547 baskets of 12 qts. each at \$.35 per basket. Other purchases during week included 300 cwt. sacks of potatoes in New York at \$1.45 per sack, 1,099 crates of pineapple in Puerto Rico at \$1.75 per crate, and 39,882 baskets, ½ bu., of prunes in Oregon and Washington. **CONTINGENT:** Cabbage purchase program in New York. Found not necessary to purchase cauliflower in Colorado as expected last week because of market improvement.

CANNED FISH: Government requirements of canned salmon, Maine sardines and California pilchards were announced by AMA during past week. Under WPB order M-86-b, AMA is purchasing agency for all Government requirements. Salmon canning industry was notified AMA will require at least 60% of each canner's pack of steelheads, sockeye, chinook, red, cohoes, pink and chum. After this part of pack is offered to Gov't, it is expected that 20% will be released for normal trade. Remaining 20% of pack must be retained by canners until it is determined whether or not it will be required by Gov't. Otherwise it will be released to trade.

Total salmon pack this year is estimated at 5,700,000 cases. AMA wants its requirements in one-pound cans, but will take any can size packer finds necessary to use to meet 60% of pack requirement. Gov't requirements Maine sardines been placed at minimum of 2,250,000 cases from estimated pack of 3,000,000 cases this year. One-third industry pack was released for normal trade up to Aug. 15, and such releases will continue as long as Gov't requirements are met. Gov't requirements for California pilchards placed at minimum of 3,000,000 cases from estimated pack of 4 to 5,000,000 cases.